



## THE OFFICE PRODUCTS ANALYST

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### Panasonic Provides Best Dealer Service Support in OPA Reliability Study

#### EXCERPT FROM THE 2001 OPA COPIER RELIABILITY SURVEY

In the annual copier reliability issue of the Office Products Analyst (OPA), Panasonic was rated highest in overall supplier support ratings. In this issue of the OPA, interviews were conducted with service managers in copier dealerships nationwide. Ratings were compiled using a scale of one to ten with "ten" being the highest possible rating. We then converted the ratings into percentages. Out of 20 categories, Panasonic was number one by far in "Supplier Support Ratings" taking 14 of 20 first place ratings, including such categories as Service Hotline (8.9), Parts Reliability (8.8), Print Driver Stability (9.0), Controller Reliability (8.8) and Help Desk (8.5), to name a few. We commend Panasonic for their outstanding dedication to the highest level of dealer service

TABLE 9 – Supplier Support Ratings

	Universe	Canon	Konica	Minolta	Kyocera/ Mita	Panasonic	Ricoh	Savin	Sharp	Toshiba
Parts Availability	8.3	8.6	8.3	7.5	8.4	9.2	8.2	8.3	8.1	8.5
Parts Delivery Time	8.3	8.5	8.3	8.0	8.3	9.2	7.9	7.8	8.3	9.0
Order Processing	8.5	8.4	8.8	8.4	8.7	9.0	8.3	8.3	8.3	8.3
Troubleshooter Support	6.9	5.9	7.0	7.4	7.3	8.4	7.7	7.4	5.6	7.5
Service Hotline	7.3	6.5	8.1	7.8	7.7	8.9	7.2	6.5	5.8	7.9
Internet Support	8.0	7.4	8.9	7.5	8.2	9.4	7.6	7.3	8.0	8.1
Customization Support	7.3	7.3	7.6	6.5	7.4	7.8	8.5	6.4	5.9	8.0
Engineering Support	7.3	7.1	7.6	6.9	6.9	8.5	7.8	6.6	6.9	8.3
General Service Communication	7.6	7.1	8.1	7.7	7.8	8.6	7.6	7.4	6.8	8.5
Retrofit Announcements	7.6	7.4	8.2	7.4	7.9	8.8	7.0	7.4	6.8	8.2
Basic Service Training	8.2	8.1	8.6	8.3	8.5	8.0	8.1	7.5	7.4	8.7
Advanced Product Training	8.0	7.9	8.2	7.8	8.9	7.8	8.0	7.4	7.3	8.5
Network Training	7.5	7.0	7.9	6.5	8.1	7.8	---	7.6	7.1	7.8
Parts Reliability	8.1	8.4	8.4	8.1	7.7	8.8	7.8	7.6	8.1	8.1
Initial Product Reliability	7.8	8.2	7.8	7.6	7.6	8.0	7.4	7.1	7.9	7.8
On-Going Product Reliability	8.1	8.6	8.0	8.3	7.8	8.5	7.7	7.6	8.2	8.0
Retrofit	8.0	8.3	8.3	8.0	7.7	8.5	7.7	7.5	7.9	8.1
Print Driver Stability	7.7	8.0	7.4	7.1	7.0	9.0	7.1	8.1	7.8	8.4
Controller Reliability	7.8	7.9	7.5	7.5	7.4	8.8	7.6	7.9	8.1	8.2
Help Desk	7.4	7.2	7.9	7.6	7.8	8.5	7.1	6.6	6.5	8.2
<b>OVERALL AVERAGE</b>	<b>7.8</b>	<b>7.7</b>	<b>8.0</b>	<b>7.6</b>	<b>7.9</b>	<b>8.6</b>	<b>7.7</b>	<b>7.4</b>	<b>7.3</b>	<b>8.2</b>

Source: OPA Dealer Survey

#### METHODOLOGY

In order to provide a strong basis for understanding the information presented in this issue, we feel it is necessary to review the methodology used for this study. Extensive surveys were conducted with 214 copier dealers from across the Continental United States. In-depth telephone interviews were conducted with service managers from these dealerships. Significant probing occurred in those cases where the data showed inconsistencies. The second part of the survey, which deals with model specific service statistics, was completed via facsimile, giving the service managers time to verify the information with actual service records. In cases of multi-brand dealers, respondents were asked to focus their responses on the copier brand that accounts for the most service revenue for their dealership. Our experience shows that focusing on the primary brand limits responses to those brands with which the service manager is most familiar, resulting in more accurate and complete information.